

To: Campbell, Judy  
From: Ridge, Robert  
Posted: 11/9/96 14:44  
Opened: 11/11/96 8:53  
Subject: RE: 1997 CIGARETTE OUTLET PROMOTIONS

Dear Judy:

Please see the 2 attachments pertaining to the 1997 MEGA OUTLET carton and pack allocations for the Nashua Division #1638. I can only use 11 of the 35 displays (due to space limitations), but I would like for POS to be shipped to appropriate Retail Reps for placement with specific promotions during the year for all stores whether there is a display or not. I briefly talked to Stephen about the number of displays allocated to Nashua. If we get pressure to use our entire allocation, I can have some shipped to storage to replace the ones which get worn. To make a short story long, these displays were not an asset to us during 1996 because we don't have room in the majority of stores with our other temporary and permanent units.

Please advise if you have any questions.

Sincerely,

Robert

34 Displays  
- 11  
-----  
23 Displays  
Residual  
=====

51852 5205